CLAIMS

What is claimed is:

1. A method for trading securities, wherein the method comprises:

retrieving from a service provider information regarding a specific security, wherein the

information includes a representation of a link to an online brokerage service;

actuating the representation, thereby retrieving an order form for the specific security from

the online brokerage service;

completing the order form; and

submitting the order form to the brokerage service.

2. The method of claim 1, wherein the specific security is a particular company's stock.

3. The method of claim 1, wherein the specific security is a particular mutual fund.

4. The method of claim 1, wherein the specific security is a particular option.

5. The method of claim 1, wherein the service provider provides an investment research service.

6. The method of claim 1, wherein the information includes one or more price quotes for the

specific security.

7. The method of claim 1, wherein the information includes recent news about the specific

security.

8. The method of claim 1, wherein the representation is a button icon.

9. The method of claim 1, wherein the representation is a button icon with a "Trade Now" label.

10. The method of claim 1, wherein the link includes a root portion, a software routine indicator

portion, and a parameter portion.

11. The method of claim 10, wherein when the specific security is a mutual fund, the software

routine indicator indicates a first software routine that generates a mutual fund purchase order

form, and wherein when the specific security is a stock or stock option, the software routine indicator indicates a second, different software routine that generates stock and stock option order forms.

12. The method of claim 10, wherein the parameter portion includes a source parameter indicative of the service provider, and a securities parameter indicative of the specific security.

13. The method of claim 12, wherein the parameter portion further includes a transaction parameter indicative of a security type to which the specific security belongs.

14. The method of claim 1, wherein the order form includes a field to indicate the specific security, and wherein the brokerage service populates the field with a symbol indicating the specific security before providing the order form.

15. The method of claim 1, wherein said completing includes entering a password into a corresponding entry field in the order form.

16. A system for trading securities, wherein the system comprises:

    a network;

    an investor computer coupled to the network;

    a brokerage computer coupled to the network; and

    a third party computer coupled to the network, wherein the third party computer is configured to respond to investment information requests from the investor computer by providing HTML (hyper-text markup language) documents having the investment information and a representation of a link, wherein the link is a URL (uniform resource locator) address of order software on the brokerage computer, and wherein the link includes an indicator of a specific security associated with the investment information.

17. The system of claim 16, wherein the specific security is a particular company's stock.

18. The system of claim 16, wherein the specific security is a particular mutual fund.

19. The system of claim 16, wherein the specific security is a particular stock option.

20. The system of claim 16, wherein the third party computer implements an investment research service.

21. The system of claim 16, wherein the representation is a button icon with a "Trade Now" label.

22. The system of claim 16, wherein the link includes a root portion, a software routine indicator portion, and a parameter portion.

23. The system of claim 22, wherein when the specific security is a mutual fund, the software routine indicator indicates a first software routine that generates a mutual fund purchase order form, and wherein when the specific security is a stock or stock option, the software routine indicator indicates a second, different software routine that generates stock and stock option order forms.

24. The system of claim 22, wherein the parameter portion includes a source parameter indicative of the service provider, and a securities parameter indicative of the specific security.

25. The system of claim 24, wherein the parameter portion further includes a transaction parameter indicative of a security type to which the specific security belongs.

26. The system of claim 16, wherein the brokerage computer is configured to respond to a request activated by said link by sending an HTML document to the investor computer, wherein HTML document is a securities order form that indicates the specific security associated with the investment information.

27. The system of claim 26, wherein the order form includes a password entry field.